



THE MARKETING MEMO

March 2006

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

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PROGRAM ISSUES

PRODUCERS VOTE IN OPPOSITION TO PROPOSED FRESH FIG PROMOTION PROGRAM:

In a referendum recently conducted by the Marketing Branch, fresh fig producers voted to not implement the Proposed Fresh Fig Promotion Program, a proposed state marketing order for promotion and research. The fig industry has had a state marketing order for dried figs for many years, but this proposal was specific to fresh figs. Of the fresh fig producers that cast valid ballots, only 42% by number accounting for only 40% of the voted volume voted in favor of implementing the proposed program. These voting results fall short of the statutory implementation requirements and so the Program will not be made operative. If you have any questions, please contact Dennis Manderfield at the Marketing Branch.

PRODUCERS VOTE IN FAVOR OF CONTINUING THE CALIFORNIA AVOCADO COMMISSION:

In a referendum recently conducted by the Marketing Branch, avocado producers voted with very strong support to continue the operations of the California Avocado Commission. Such a vote is required every five years. The final tally indicated that 87% of the producers that cast ballots voted in favor of the Commission's continuation. The Avocado Commission conducts promotion, research and issues management activities on behalf of the California avocado industry. These activities are funded by a mandatory producer assessment. The Commission has been in existence since 1978. If you have any questions, please contact Dennis Manderfield at the Marketing Branch.

PRODUCERS VOTE IN FAVOR OF CONTINUING THE CALIFORNIA WILD RICE PROGRAM:

In a referendum recently conducted by the Marketing Branch, wild rice producers voted unanimously to continue the operations of the California Wild Rice Program. Such a vote is required every five years. The final tally indicated that 100% of the producers that cast valid ballots voted in favor of the Program's continuation. The Wild Rice Program is a state marketing order that has been in existence since 1986. The Program conducts promotion and research activities on behalf of the California wild rice industry. The Program is funded by a mandatory assessment on all California rice producers. If you have any questions, please contact Dennis Manderfield at the Marketing Branch.

LODI-WOODBRIDGE WINEGRAPE COMMISSION CONTINUED:

The Marketing Branch recently conducted a referendum to determine whether or not winegrape growers in District 11 support the continuation of the Lodi-Woodbridge Winegrape Commission. The Commission law requires this kind of referendum to be conducted every five years. Of those growers voting, 90.2% voted in favor of the Commission's continuation. Based upon these results, the Department certified that there had been a favorable industry vote, thus authorizing the Commission to operate for another five years. The Lodi-Woodbridge Winegrape Commission has been in existence since 1991. If you have any questions, please contact Kathy Diaz at the Marketing Branch.

REFERENDUM SCHEDULED ON PROPOSED TREE FRUIT MARKETING PROGRAM:

The Marketing Branch conducted a public hearing on February 10, 2006 to consider implementation of the proposed California Tree Fruit Marketing Program, a proposed state marketing order for the promotion and research of fresh peaches and nectarines. The peach and nectarine industries have had federal marketing orders for many years. If the State marketing program is implemented, it will initially work in a coordinated manner with the existing federal programs; however, the long-term goal of the industry is to terminate the federal programs. Based on the supportive testimony presented at the hearing, CDFA has determined to move forward and conduct the second phase of the implementation process, a vote of peach and nectarine growers. The Marketing Branch mailed the ballots on March 9. Although most implementation referenda take place over a 30-day period of time, at the insistence of the industry the referendum for this proposed program will be 15-days long. If you have any questions, please contact Kathy Diaz at the Marketing Branch.

<u>ADMINISTRATIVE ISSUES</u>

FORM 700 PACKETS SENT:

The Marketing Branch mailed the Form 700 packets out to all marketing orders, agreements and councils in order to distribute to members and alternates of the respective programs. If you did not receive a packet, please contact Beth Jensen here at the Branch. Please note that marketing orders, agreements and councils with budgeted expenditures below \$120,000 were not mailed a Form 700 packet, since the Department's Conflict of Interest Code excludes those individuals from filing.

ETHICS TRAINING CERTIFICATION PROCEDURES FOR MARKETING ORDERS, AGREEMENTS, AND COUNCILS:

Just a reminder that marketing orders, agreements, and councils are required to complete ethics training. First time appointed members and alternate members must complete the training and file a certification with your program within six months of assuming their position. All other members and alternates need to complete ethics training and file the appropriate certification every two calendar years thereafter. Program Executives must retain the signed original certificates. Please note that CDFA does not collect this information from commissions, even though commission members and alternates are required to complete ethics orientation.

For programs that completed this training in 2003 it is now time to complete the updated training. The Branch is in the process of obtaining copies of the training

materials in CD format. We will forward the training materials to all Marketing Orders, Agreements and Councils once we receive them. For programs with internet access, this training can also be completed at the California Attorney General's website: <http://caag.state.ca.us/ethics/index.htm>

If you have any questions regarding the process, please contact Beth Jensen at the Branch, 916-341-6005, or email: bjensen@cdfa.ca.gov.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 4, 2005 Was Due: January 31, 2006 (October – December 2005)
		Qtr 1, 2006 Due: April 28, 2006 (January – March 2006)
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> • New members: within six months of assuming their position. • Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION

LAWYERS TO REVIEW THE REVISED MARKETING BRANCH POLICY MANUAL:

On March 21, the Marketing Branch will hold a meeting with the Policy Manual Revision Committee and lawyers involved in the numerous lawsuits affecting Marketing Programs. This meeting will give the lawyers a chance to review the revisions made to the Marketing Branch policies, which have been revised through numerous meetings with the PMRC held the last six months. All program representatives are invited to attend. Also, the Branch plans to hold a meeting of all program executives and chairs to review the revised policy manual once it is finalized and available. If you have questions, please contact Lynn or Beth at the Branch.

CALIFORNIA FOODSTYLE AT THE CALIFORNIA STATE FAIR:

The California State Fair has announced the return of the California Foodstyle Building. The California Foodstyle Building is dedicated to California's agricultural diversity, lifestyle and health conscious consumer. The exhibit will consist of two areas. The first half is the "California's Kitchen" demonstration area showcasing California's commodities. The second half of the building is dedicated to the commodity groups exhibits. All programs are invited to become a partner with the California State Fair and showcase. For additional information please contact Willie Garrett at 916-263-3194.

SECRETARY KAWAMURA ANNOUNCES VACANCIES ON THE AVOCADO INSPECTION COMMITTEE:

CDFA Secretary A.G. Kawamura is announcing four vacancies on the Avocado Inspection Committee. The vacancies consist of two grower representatives, one handler representative and one alternate grower representative. The committee makes recommendations to the CDFA secretary on all matters pertaining to the Avocado Inspection Program.

The term of office for a committee member is two years. Members receive no compensation, but are entitled to payment of necessary traveling expenses in accordance with the rules of the Department of Personnel Administration.

Individuals interested in being considered for appointment, as a member or alternate, should submit to the department a resume listing qualifications and experience, including a letter of recommendation from a member of the avocado industry. Applications should be sent to Donella Boreham, California Department of Food and Agriculture, Avocado Inspection Program, 326 State Place, Escondido, CA 92029, or emailed to dboreham@cdfa.ca.gov. The application deadline is March 28, 2006.

The Avocado Inspection Program protects the consumer and industry by providing uniform inspection to all avocados ensuring that consumers are getting what they pay for. For additional information on the Avocado Inspection Program and committee vacancies, contact Donella Boreham, California Department of Food and Agriculture at (760) 743-4712.

MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

PEST DETECTION ADVISORY

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for March 2006. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.